

### **Remarks/Arguments**

Claims 1-41 stand rejected. Claim 42 is newly added.

### **Drawings**

As requested by the Examiner, Applicants are now submitting formal drawings.

### **Improper Multiple Dependent Claims**

The Office Action states that dependent claims 34 and 35 are improper multiple dependent claims. Applicants respectfully submit that upon the filing of the application, on February 15, 2001, Applicants amended claims 34 and 35 so that they are properly dependent from either claim 6 or claim 7.

### **Claim Rejections**

Claims 1-41 have been rejected as being obvious in view of Horstmann. Applicants respectfully submit that this rejection is overcome for the reasons set forth below.

Amended claim 39 now includes features which are not suggested by the cited reference. More specifically, amended claim 39 now recites that the user has a **separate storage medium located at the user's location**. Furthermore, amended claim 39 recites the following steps:

- (a) receiving sets of advertisement data and program data from a digital television broadcasting station;
- (b) **storing separate sets of advertisement data in the user's separate storage medium, prior to receiving the sets of advertisement data in step (a)**;

- (c) **after storing the separate sets of advertisement data in the user's storage medium**, selectively synthesizing the program data received in step (a) with portions of the **separate** sets of advertisement data stored in step (b); and
- (d) displaying the data synthesized in step (c).

Basis for amended claim 39 may be found, for example, in Figures 4A and 4B. As shown, separate sets of advertisement data are stored in the user's storage medium, designated as CMC1, CMD1, CMD2, etc. When the user turns on the television set, he receives program 1 from the television broadcasting station, which includes program data, designated as A1, A2, and A3. Interleaved with the program data is advertisement data, also received from the television broadcasting station, designated as CMA1 and CMA2. The **system selectively synthesizes the program data received as program 1 with portions of the separate advertisement data that was previously received and stored in the user's separate storage medium**, as CMC1, CMD1 and CMD2. The synthesized data is then displayed to the user.

As also shown in Figure 1, CM data 7 is stored in the user's hard drive 6. The program and advertisement data are inputted to antenna 11. The program and advertisement data are received from a broadcasting television station and are selectively synthesized in unit 4 with the CM data that was previously stored in hard drive 6.

Horstmann, on the other hand, discloses a system allowing a software developer to provide advertisements through a software program. As shown in Figure 1, the system includes advertisement server 109 providing advertisements through the internet to user system 101. Horstmann does **not** suggest **storing advertisement data in user system 101 prior to viewing a broadcasting television program**. Horstmann does **not** suggest a user system for receiving program data and advertisement data from a broadcasting television station, which **selectively synthesizes advertisement data that was previously stored in the user's system with the received program and advertisement data**.

As amended, claim 39 is now distinguishable over Horstmann. Favorable reconsideration is requested.

**Newly Added Claim 42**

Claim 42 further limits amended claim 39 by reciting that the separate sets of advertisement data are stored in the user's separate storage medium, **at a location separate from the user's location** (this is a situation where the TV is loaded with the advertisement data and then sold to the user). Claim 42 also recites that the sets of advertisement data and program data from the television broadcasting station are received at the user's location, **after the storing of the separate sets of advertisement data**.

As amended, claim 42 recites that the separate sets of advertisement data are stored in the user's storage medium at a **location separate from the user's location**. Furthermore, claim 42 recites that the sets of advertisement data and program data from the broadcasting station are received at the user's location, **after the storing of the separate sets of advertisement data**.

Horstmann does not suggest such a system. Favorable consideration is requested for newly added claim 42.

**Claims 1 and 2**

Although not the same, claims 1 and 2 have been amended to include features similar to amended claim 39. Amended claims 1 and 2 are, therefore, not subject to rejection in view of the cited reference for the same reasons set forth for amended claim 39.

Dependent claims 3-38 depend from amended claims 1 and 2, and dependent claims 40 and 41 depend from amended claim 39. These dependent claims are, therefore, not subject to rejection in view of the cited reference for at least the same reasons set forth for amended claim 1.

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**Conclusion**

Claims 1-41 and newly added claim 42 are in condition for allowance.

Respectfully submitted,



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Attachment: Figures 1-9 (9 sheets)

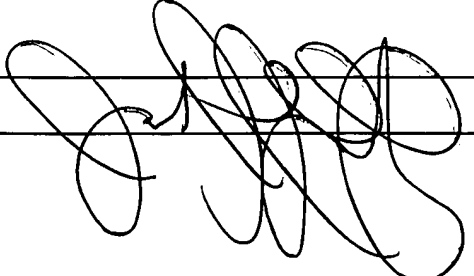
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